

# SYMPOSIUM ON UNDERSTANDING THE VALUE OF BENCHMARKING



Westin Hotel – Fifth Ave Meeting Room, 1900 5<sup>th</sup> Ave., Seattle, WA  
Wednesday, May 19, 2010

Call-in: (800) 868-1837, passcode 659 537# (Outside U.S. and Canada, dial: (404) 920-6440)

Webinar: <https://www1.gotomeeting.com/join/115725897> (Questions will be collected via the webinar interface)

**Morning Objectives** - Address the following questions:

What are benchmarks?

How are benchmarks constructed?

What are the leading policy approaches for using benchmarks to reduce GHG emissions?

**8:30 am Registration**

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**9:00 am Welcome and Symposium Overview**

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- Janice Adair, Washington State Department of Ecology
- Michael Gibbs, US Co-Chair of WCI, California EPA
- Bill Ross, Ross & Associates, Facilitator

**9:15 am Overview of Current Efforts in Industry Benchmarking to Improve Industrial Performance**

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- **Michael Lazarus, Stockholm Environment Institute (SEI)**  
Michael Lazarus, co-author of the SEI *White Paper* on greenhouse gas benchmarking, will provide an overview of current efforts in industry greenhouse gas benchmarking and introduce the *White Paper* under development for the Department of Ecology.

**9:30 am A Look into Existing Policy Approaches that Use Benchmarking to Improve Industrial Energy Performance**

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- **James Bradbury, World Resources Institute**  
Industry Benchmarking and Federal Climate Legislation  
James Bradbury will provide a status update of the use of greenhouse gas benchmarks in proposed federal climate legislation, including the Waxman-Markey and Kerry-Graham-Lieberman bills.
- **Judi Greenwald, Pew Center on Global Climate Change**  
Using Benchmarks to Develop Regulatory Performance Standards  
Judi Greenwald will provide an overview of possible approaches to developing and using benchmark-based GHG performance standards under existing environmental law.
- **Betsy Dutrow, US EPA ENERGY STAR Industrial Sector Partnership**  
“A Voluntary Approach: ENERGY STAR® Benchmarking of Industrial Plant Energy Performance”  
Betsy Dutrow will provide an overview of EPA’s approach for benchmarking industrial plant energy performance and will review the successes and challenges of benchmarking plant performance.
- Panel Discussion / Q&A

10:45 am Break

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11:00 am Methods for Constructing Benchmarks

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- **Hauke Hermann, Öko Institute**  
Data-driven, Benchmark Curve Approach and Lessons from the European Union's Emissions Trading System  
Hauke Hermann is a consultant to the EU, and will discuss the process underway to establish industry GHG benchmarks for carbon-intensive, trade-exposed industries under the EU's cap-and-trade program.
- **Gale Boyd, Duke University (via phone)**  
The ENERGY STAR® Approach to Developing Benchmarks of Industrial Plant Energy Performance  
Gale Boyd, as part of EPA's ENERGY STAR® Industrial Team, constructs the models that form the basis for benchmarking the energy performance of industrial plants in the U.S. He will describe the data, methods, and challenges of benchmarking these plants.
- **Peter Erickson, SEI**  
Issues and Options for Benchmark Development in the U.S.  
Peter Erickson, co-author of the SEI *White Paper* on greenhouse gas benchmarking, will describe key issues and options for developing GHG benchmarks in Washington and the U.S.
- Panel Discussion / Q&A

12:15 pm Lunch break (on your own)

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**Afternoon Objectives** - Address the following questions:

What are the benefits and challenges of developing and applying benchmarks?

What data constraints limit benchmarking and how might they be overcome?

How do responses to these questions differ depending on how benchmarks are used?

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**1:30 pm Key Issues for Industry GHG Benchmarking**

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▪ **Ken Martchek, Alcoa**

Ken Martchek will provide a national perspective of considerations in addressing this session's key topics: benefits and challenges of benchmarking, data constraints, and striking a balance between detail and aggregation in benchmarks across industry sectors.

▪ **Industry Panelists:**

- Pam Barrow, Northwest Food Processors Association
- Anthony Chavez, Weyerhaeuser
- Jeff Jacobson, Cardinal Glass
- Curtis Lesslie, Ash Grove Cement Company
- Ken Martchek, Alcoa

▪ **Research Panelists:**

- James Bradbury, World Resources Institute
- Betsy Dutrow, US EPA ENERGY STAR
- Peter Erickson, Stockholm Environment Institute
- Judi Greenwald, Pew Center
- Hauke Hermann, Öko Institute

▪ Bill Ross, Moderator

▪ Michael Lazarus, SEI, Co-Moderator

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**3:30 pm Break**

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**3:45 pm Observations and Next Steps for the Benchmarking Project**

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▪ Janice Adair, Washington State Department of Ecology

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**4:30 pm Adjourn**

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**To view the draft White Paper, please visit: <http://www.ecy.wa.gov/climatechange/GHGbenchmarking.htm>**

Comments on this draft are requested by Friday, June 4, 2010 to [benchmarking.wa@sei-us.org](mailto:benchmarking.wa@sei-us.org)